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### A short guide to thoughtful rebranding

Sarah Durham, president of Big Duck, a communications firm that works exclusively with nonprofits, reports that the most successful rebranding projects tend to follow good organizational development processes such as strategic planning – when an organization's path forward is clearest.

Fifty-one percent of the respondents in Big Duck and FDR Group's online survey, whose data informed the Rebrand Effect e-book ([www.bigducknyc.com/rebrandeffect](http://www.bigducknyc.com/rebrandeffect)), noted that a new focus of their work and/or a new strategic plan was a significant catalyst for rebranding. Not only that, but organizations that have completed some sort of organizational development process also see better results than organizations that rebrand without one.

Here is a three-year rebranding process. You can certainly do it faster if your resources permit:

- Year One: Are your vision and mission still clear?
- Year Two: How do your current communications stack up?
- Year Three: Are you communicating with one voice?

Durham is also the author of *Brandraising* and the *Rebrand Effect*.

– From GuideStar USA, [www.guidestar.org](http://www.guidestar.org)

## PUBLIC VALUE PARTNERSHIPS

### The Three Rs at work in Montana

Public Value Partnership grants between Montana nonprofit arts organizations and the Montana Arts Council champion the fact that the arts are of benefit to all the citizens of Montana and are worthy of state and federal investment.

Public Value Partnerships utilize three tools we call “The Three Rs” to expand the public value of the work being done by Montana's non-profit arts organizations:

- Building relationships;
- Creating greater relevance and meaning; and
- Establishing return on investment (measured both as economic vitality and impact on people's lives).

MAC believes that using “The Three Rs” strengthens participation, understanding and support from audiences, donors and funders. We'd like to share some of the best examples of these stories with you from 2014:

#### Building Relationships

**Grandstreet Broadwater Productions, Inc., Helena:** This past year, I opened a letter at my desk that contained a newspaper



**Grandstreet Theatre:** Audience surveys helped improve patron experiences. (Photo by Jeff Downing)

clipping from 1980. The article talked about Grandstreet's need for help from the community in several areas. It featured a photo of a volunteer named Bev Allen who was painting a set piece. I immediately took the article upstairs and showed it to Bev, who 34 years later was still volunteering and still painting for us.

In the past year Grandstreet has taken dramatic steps to strengthen the quality of our patron experiences. In order to build stronger and longer-term relationships with

our audience, volunteers and donors, our board of directors created a Patron Experience Committee. After several audience surveys, donor polls and a strength and weakness assessment, our findings targeted four specific relationship-building projects.

**1. Volunteer Management:** The committee found that our volunteers were passionate about our mission and excited to be involved with Grandstreet but were often burnt-out from over work. Over the past year we have implemented a new volunteer management system to better train, reward and recruit new volunteers. We also created a new award to recognize those

who have demonstrated an enduring love for Grandstreet. It's named in honor of Bev Allen.

**2. Intermission:** The feedback from our audience members was very encouraging. Our performances have never been stronger and our attendance is surging. The few areas of concern centered on our intermission. Our goal is to make the entire experience of attending Grandstreet be as enjoyable as our performances.

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## MONTANA ARTREPRENEUR PROGRAM

### A MAP Profile: The 2015 Pintler Cohort

By Sheri Jarvis

**Montana Artrepreneur Program director**

At one point, my colleagues and I discussed profiling a MAP artist for each edition of *State of the Arts*. Instead, I thought, let's profile an entire cohort as it's the value of the group process that propels our program in so many ways.

So let's begin with the Pintler Cohort, which meets in Butte.

MAP blossomed in the Pintler region in 2013 and this year a third cohort has been assembled with eight talented artists led by gifted photographer and owner of Pretty Light Images, Meagan Thompson. The group is comprised of one lovely fabric artist with an eye for painterly design, two charming and witty sculptors (wood and metal), one fierce printmaker/tattoo designer, one exquisite portrait illustrator, and three brilliant painters with wildly different approaches to the

medium – one adding a Zen-like calligraphy component to her work.

The group is striking in its diversity. As with every MAP cohort, each individual artist brings unique and intriguing ideas to the group process, creating an alchemy of creative thought and mutual helpfulness.

The members of the 2015 Pintler Cohort have pitch-perfect harmony, with each artist coming to the learning opportunity with eagerness, candor, and edge! I can't wait to see what they will each make of their art businesses and how each will impact the group process.

The Pintler Cohort, past and present, has also initiated its own group show at the Carle Gallery in the Butte Public Library, which is on display through May. I am always encouraged by Butte's commitment to the arts and this year's Pintler Cohort proves that Butte continues to shine when the arts are involved.



**Pintler Cohort member Paul Seccomb and his Top Hat Dresser.**

### MAP members well prepared for Western Art Week

By Liz Chappie-Zoller  
**Painter and MAP coach**

I've recently returned from Great Falls' Western Art Week, the premier rite of spring for the western art world, held in late March each year. This is a very high-caliber series of shows, and an intense and exciting week filled with art, artists and collectors.

Attracting a world-class clientele with an amazing level of purchasing power, Western Art Week centers on the C. M. Russell's fundraiser, “The Russell: An Exhibition and Sale to Benefit the CM Russell Museum.” Our outstanding Montana Artrepreneur Program (MAP) artists are among the best at this citywide event, regularly showing at The Russell, The Out West Art Show and Sale, The Great Western Living and Design Show, and other shows.

MAP artists' strong sense of community helps make Western Art Week exponentially better from one year to the next. When MAP artists come to Great Falls, they are fully pre-



**Cathy Toot of Muddled Moose Studio ([muddledmoosestudio.com](http://muddledmoosestudio.com)) paints at the Great Western Living and Design Show.**

pared to engage and sell. Through MAP, these artists have learned to tell their unique stories with confidence and bring focused, detailed attention to everything they do.

Because they know who they are, why they create, where to find their markets and how to

do what they do best, MAP artists do all of this and more, and they do it beautifully.

MAP artists have up-scaled their artwork and their presentation skills; their show booths and marketing materials exhibit brand development and awareness; and their engagement with the buying public is enthusiastic and sincere. As a certified MAP coach and a certified Market Ready MAP artist, I appreciate the skill with which these artists continue to confidently and knowledgeably cultivate collectors, enhance their reputations as professional artists, and increase their financial success each year.

I felt so fortunate to experience this community in action at Western Art Week. A wonderful affirmation of MAP values, our artists share a common bond of learning, encouragement and support, and their warm and welcoming camaraderie is apparent throughout.

Here in Montana, often referred to as “a small town with long streets,” MAP artists have the best opportunity to remain close-knit and connected, building sustainable art businesses, while enjoying the rich community of our peers.